

**DATA STORAGE MEDIA HAVING A SUBLAYER CONTAINING
A PIGMENT COMBINATION HAVING BALANCED
PIGMENT WEIGHT RATIOS**

Abstract of the Invention

A dual-layer magnetic recording medium comprising a non-magnetic substrate having a front side and a back side, the front side having at least one lower support layer formed over the substrate and at least one magnetic upper layer formed over the at least one support layer, wherein the magnetic upper layer includes magnetic pigment particles having an average particle length of less than about 75 nanometers, and a binder system for the magnetic particles, and the lower support layer includes a pigment combination having a pigment weight ratio of from about 84% to about 92% alpha iron oxide, from about 1 to about 10 parts alumina per hundred parts alpha iron oxide, and from about 3 to about 15 parts carbon black per hundred parts alpha iron oxide, wherein the magnetic recording medium exhibits a resistivity of no more than about 1×10^9 ohms/square.